

Exeter Arts and Media Strategy
Summary of Consultation Observations

Consultees	Observations	Response
Magic Carpet	<p>Supports the utilisation of the arts as a tool for community development and to combat social exclusion. Points felt to be missing, are:-</p> <ul style="list-style-type: none"> • There are many arts based people working in the city loosely under the community arts banner including ourselves. We create employment opportunities for artists and development opportunities for graduates with volunteering. • The uses of the arts in assisting maintaining positive health, for everyone especially young and older people. • Page 27, the paragraph discussing Magic Carpet isn't strictly true! Happier with something like.... Magic Carpet undertakes work with people with disabilities, carers and other vulnerable groups in the Exeter Phoenix arts centre and other community facilities and has secured funding for its projects from a variety of grant giving trusts. 	<p>Point added</p> <p>Point added</p> <p>Page 27 amended</p>
Devon County Council	<ul style="list-style-type: none"> • Support the report's recognition of "the strategic importance of Exeter as a cultural centre regionally and within the County" and would endorse the strategy's aim "to position it as the fulcrum of arts and cultural provision in Devon and the wider region" • More recognition might be given to building strategic relationships with the university. • The County Council's plans for future improvements to the Exeter Central Library complex should give new opportunities for helping to raise the arts and cultural profile of the Castle Quarter. • 3.3 Perhaps this section could also include Exeter Respect which has become a regular feature of the city's cultural calendar 	<p>Point added</p> <p>Point added</p> <p>Point added</p>

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<p>Spacex</p>	<p>3.2 The Arts Infrastructure - Section refers to 'Exeter Vision' which states that other than the Cathedral and the museum there are no venues or events of national significance.</p> <p>This comment overlooks the fact that Spacex is an organisation that operates on a national and international scale and has received increasing critical acclaim for its pioneering programme of exhibitions, projects and education activities. Spacex is now regarded as one of the leading contemporary arts venues in the country, and was designated a <i>"key strategic client"</i> of Arts Council England, <i>"one of 34 internationally linked contemporary art venues in the UK"</i>. Arts Council England</p> <p>3.2.2. The Visual Arts and Crafts - Spacex should be referred to as 'Spacex' not 'Spacex Gallery'. This is important as Spacex is much more than just a gallery the activities extend beyond the gallery artistic programme.</p> <p>The first paragraph makes reference to a fine art college in Exeter. There is no fine art college in Exeter and Exeter University does not provide a fine arts degree. Exeter College provides education from A Level to a fine art foundation course (affiliated to the University of Plymouth) but this is of a different standing to a BA and MA.</p> <p>The Council might want to look at producing a suggested 'art/cultural route' through the city, for example, from the RAMM down to Spacex and on to quayside to take in the gallery spaces in this location as the cultural activities do not just take place in the designated 'cultural quarter'. Focusing solely on the cultural quarter could be detrimental to the growth of cultural activity in a city the size of Exeter and work against the strategic aims of the Arts and Media Strategy.</p>	<p>References to Spacex expanded to provide a further and accurate description of the organisation and its work</p> <p>Suggested paragraphs amended.</p> <p>Point noted</p> <p>Point noted</p>
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	<p>3.6.1 Arts and Learning/Arts and Young People - This section is not clearly presented and would benefit from being divided into areas of focus; organisations, agencies, the formal sector, festivals and the future.</p> <p>The lack of a Fine Art degree and/or Fine Art college is a major issue with regards to the development and contribution to the cultural sector in Exeter.</p> <p>4.2 Strategic Objectives - Exeter has a huge potential to be a leading cultural city in the UK. The objectives overlook direct investment in artists which is key to unlocking major contributions to creative and cultural life. The list of strategic objectives needs to be clearer and echo the ambition of Exeter to become a leading cultural centre.</p>	<p>Amendments made including example of education and outreach work</p> <p>Reference to investment in artists already covered in this document. The whole strategy relates to This ambition which has also to reflect the likely resources available.</p>
<p>Arts Council England South West</p>	<p>Excited by the potential Exeter represents for the development of the contemporary visual arts, and I am keen to see the city developing as a major regional cultural centre.</p> <p>Exeter richly deserves to be ambitious with its cultural plans and, while we all appreciate the straitened times in which we live, examples across the country demonstrate that the arts can be a key driver for social and economic regeneration.</p> <p>Page 11 The Arts Infrastructure - 'Other than the Cathedral and museum there are no venues or events of national significance.' Here 'national significance' appears to be defined solely in terms of visitor numbers. This is a rather misleading definition which inadequately reflects the quality and reach of arts venues in Exeter. For example, Spacex is frequently recommended in national broadsheets and is nationally acclaimed for the quality of its programme. Similarly, Exeter Phoenix is receiving national recognition for its pioneering approach to arts development.</p> <p>Page 13 Exeter University - The University also has a dedicated exhibition space in the Institute of Arab & Islamic Studies, which represents major potential for using the arts to raise awareness of Islamic issues.</p>	<p>Comment acknowledged</p> <p>Points added</p>

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	<p>The University's Centre of Genomics in Society, Egenis, has successfully forged links with Exeter City through its contemporary visual arts programme, and Café Scientifique held at Exeter Phoenix.</p> <p>Pages 14-16 The Visual Arts and Crafts - Spacex is more than a contemporary visual arts gallery.</p> <p>Exeter Phoenix is developing a strong national and international programme, and hosts the highly successful Exeter Contemporary Open Exhibition, attracting high quality applications from across the country.</p> <p>The Royal Albert Memorial Museum houses an internationally important ethnographic collection. Its fine and applied arts collections are also strong. RAMM has successfully worked with visual artists to interpret its collections for new audiences. This is an area of huge potential for RAMM, which it is poised to realise with the completion of its capital project.</p> <p>Double Elephant Print Workshop is more than a 'not for profit community resource'. It promotes and delivers high quality visual arts practice.</p> <p>In addition to the Bovey Tracey Contemporary Crafts Fair, the Devon Guild of Craftsmen is developing a region-wide remit.</p>	<p>Points added</p> <p>Points added</p> <p>Points added</p> <p>Points added</p>
Exeter Phoenix	<p>The Council as a whole does need to recognise the regeneration potential from culture and digital media developments, just as the government appears to have done.</p> <p>To achieve the aspirations contained in the strategy the City Council's in-house resources and staff need to be focussed more on development and strategy work than on delivery of events and festivals. Others can deliver activities in the city but the council is the body that is best positioned to do the vital developmental work and act as facilitator and honest broker, particularly in co-ordinating multi-agency work.</p>	<p>Comments understood and acknowledged. All comments below taken on board throughout the revised document.</p>

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	<p>3.2 The Arts Infrastructure - This needs help as part of joined-up thinking across a number of organisations e.g better public transport is needed to support the evening economy.</p> <p>New venues - There is clearly a need for a new, multi-purpose venue in the city.</p> <p>New studio theatre spaces would have to be developed as part of other venues, they are not viable as stand-alones.</p> <p>3.2.3 Creative Production - There are a number of other performance-based companies either based or mainly working in the city, including Reflex (a young dance company based in the Phoenix), Common Players, Wolf & Water and Wren Trust. Exeter Arts Council supports the professional sector as much as the amateur one.</p> <p>3.2.4 Film & Media - There is no mention of Phonic FM, the new radio station run by Exeter Community Radio Ltd and based in the basement of the Phoenix. It is almost unique in the country for its specific focus as a station that supports the cultural activity of the city. It exists as a training ground for those seeking skills and careers in radio broadcast and production, as an important outlet for musicians and other artists and as a useful marketing tool for cultural organisations and promoters in the city.</p> <p>Film & Media is a strong and growing sector and Exeter needs to be recognised as a Media Hub by SW Screen and the RDA. There are said to be 150 media-based businesses in the city. More work needs to be done to quantify and strengthen the sector. A project such as the re-development of the Media Centre at the Phoenix would help to focus the activity and output of the sector.</p> <p>3.2.6 The Cultural Quarter - Media Centre re-development – a key component of this will be business incubation spaces for the creative industries.</p>	<p>Comments understood and acknowledged and taken on board throughout the revised document</p>
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	<p>There's no mention of the outdoor spaces, Northernhay Gardens, Rougemont Gardens and the new amphitheatre that will be created as part of the Museum re-development. These are all important present and future locations for cultural activity, including the Northcott's summer Shakespeare season and Big Screen in the Park.</p> <p>3.3 Festivals and Events - Although the portfolio of festivals is established it needs to be developed. Events have to evolve and new ones added. I don't believe that one big festival is necessary; there is more value in having a number of focussed and highly respected festivals, strong in their field, than putting all the eggs in one basket. However, although Exeter does more than any other city west of Bath in terms of festival provision, Don't see why the portfolio shouldn't be grown in the way Cheltenham has grown its own portfolio. Growth should be organic to provide sustainability and not imposed artificially.</p> <p>3.4 Creative Industries - Although the Plymouth University art students are now based in Plymouth Exeter College has partly stepped into the breach by offering a number of Foundation Degrees. Additional will be started over the next two years.</p> <p>4.2 Strategic Objectives & Action Plan - The Objectives are very broad and all-encompassing but read, as does much of the strategy, as being for the City Council to achieve alone and not the city as a whole which is a mistake, particularly as budgetary constraints will surely limit the council's room for manoeuvre.</p> <p>The Action Plan should include a commitment to research and development work, particularly with regard to the visual arts and media sectors, festivals and the establishment of a new multi-purpose venue.</p>	<p>Comments understood and acknowledged and taken on board</p>
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<p>Exeter City Council Planning Department</p>	<p>We could place greater emphasis on the importance of public art and high quality public spaces in place-making and reinforcing local identity - and the benefits this has in terms of visitor experience and attractiveness.</p> <p>3.2 Arts Infrastructure - this section does not mention public art or public spaces, which we would consider are an important part of the arts infrastructure that is available to all 24/7, offering formal and informal opportunities for performance or interaction with artworks.</p> <p>3.3 Potential for temporary public artworks exhibition, or temporary/innovative lighting to enhance City's public spaces at night.</p> <p>3.5 We couldn't see any mention of the X-Centre - 50 seater venue, media centre for young people, or Cygnet Theatre. There are also small venues/businesses hat provide open mic events, or other facilities/activities such as workshops/training at Manson's Guitars (Fore St).</p>	<p>Reference to Public Art strengthened</p> <p>Points taken on board</p>
<p>Kaleido – Disability & Deaf Arts South West</p>	<p>National and regional statistics would indicate that around 10% of the population are disabled or Deaf and are therefore a sizeable, diverse section of society. There may be strong links, as alluded to at the bottom of Page 10, between arts and cultural services and other departments.</p> <p>Links to health are made but there should also be links to social services.</p> <p>At page 11, again at the bottom, it states that 'a critical mass of cultural activity needs to be reached'. In general, this requires sufficient members of the population of specific demographic profiles to make such events successful. So, a view to engaging an additional 10% of the population should be taken when considering how to achieve this critical mass.</p>	<p>Reference to the points raised added</p>

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<p>South West Screen</p>	<p>What is not clear about from the document is which of the many potential audiences the City wished to serve. There is mention of local events alongside the ambition for national and international initiatives and whilst this could be an ambition it was not clear that all the events listed would necessarily make the City a national player or the region's capital.</p> <p>The description of Animated Exeter on page 22, from our point of view, could be expanded to include its reach beyond young people, with its careers day, industry panels, public screenings etc. We see the festival as having the potential to provide a national profile for the City and ultimately for the region.</p> <p>In relation to South West Screen:</p> <ul style="list-style-type: none"> • in addition to supporting Exeter Phoenix and Animated Exeter, we have in the past worked closely with Spacex on joint commissioning and exhibition programmes; and we would be keen to see a more prominent place for Spacex within the document; • we would be keen to see more mention of the Picture House which provides the opportunity for audiences from Exeter (and outlying areas) to watch a wide range of titles. 	<p>Comments understood and taken on board</p> <p>Reference expanded in 3.3</p> <p>Spacex points accepted and points added</p> <p>Reference already exists</p>
<p>Exeter City Council Leisure and Museums</p>	<p>Para 1.1 - RAMM has Hub status which gives it a strong regional and national presence. Exeter is a Growth Point, which brings with it some specific benefits and roles. Mentioning of the "buoyant" economy perhaps needs to be qualified now. The RAMM project is about £16.5m - and includes £9.4m from HLF – a very significant grant. Perhaps in the last paragraph there should be some mention of the LAA.</p> <p>1.2 - Would like to see an assessment of what the arts do to establish Exeter's sense of place & local identity.</p> <p>2.0 - A Better Place To Be – Now Adopted</p> <ul style="list-style-type: none"> • Planning Areas for Culture – allied to Growth Point. Why no further mention? PAC is very closely aligned with strategic aspirations here. 	<p>Noted and amended</p> <p>Report reflects this if not with specific statements</p>

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	<p>3.0 - PPS again very important – needs more mention.</p> <p>3.2 – Why quote 2000 figures</p> <p>3.2.1 – “facilities in schools & colleges” - given the huge amount of investment in secondary schools particularly, the secret existence of a number of well equipped theatres, media studios and other cultural facilities needs more attention here – they are a key to wider locally based participation.</p> <ul style="list-style-type: none"> • RAMM exhibits both original and toured in shows from British Museum, V&A, Nat Portrait Gallery. When complete, will be the biggest temp exhibition venue in the SW. <p>3.2.4 RAMM has a substantial digital media project on the go.</p> <p>3.2.5 Surely literature deserves far more attention.</p> <p>3.3 - Using Manchester International Festival is an unrealistic comparison. A much better analogy would be events in Huddersfield or Cheltenham.</p> <p>3.5 - Needs a mention of the substantial arts content in the community part of our Play section. Also note substantial success of Living Here.</p> <p>3.8 – Objectives should be smart.</p>	<p>Clarified</p> <p>Point deleted</p> <p>Reference added</p> <p>Amended</p> <p>Section enhanced.</p> <p>New para added</p> <p>Clarified</p> <p>Agreed. Where they are not, project plans will address this.</p>
<p>Exeter Arts Council</p>	<p>In the short time since the draft there has been significant change. In the introduction reference is made to a continued buoyant economy and housing market. This should be tempered with the new reality we are in.</p> <p>Although the document mentions Public Art in several places this area is omitted from the strategic objectives.</p> <p>The proposed redesign of the Cathedral Green and Rougemont Gardens could give opportunities to include artists in early planning.</p>	<p>Point noted.</p> <p>Covered under broad banner or arts infrastructure</p> <p>Point noted</p>

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	<p>The issues around the festivals have been addressed and to a degree it is accepted that development is needed. By meaningful engagement with professional arts directors and managers in the city, Exeter Arts Council believes that Exeter City Council can establish festival activity tailored to the city and its people. Festivals can then evolve into a unique selling point to engage the cities people and attract increased visitors.</p>	<p>Point understood and inherent in approach taken in the planning and delivery of the festivals.</p>
<p>University of Exeter</p>	<p>3.3 Festivals and Events – The University is very keen to become more involved with local festivals and events, collaborating with other bodies in the city. The Exeter Campus is certainly one of the “outdoor spaces” 9p.23) that could feature as part of any festival, and the new Forum is intended to host and site events of interest to a wider community.</p> <p>3.4 The Creative Industries – The University has made considerable contributions to employability of graduates in the creative industries – through employment seminars with invited speakers from those industries, and through networking with those industries via alumni and national groups and professional associations.</p> <p>The University has close links and many collaborative ventures with the Exeter Picture House cinema</p> <p>4.2 Strategic Objectives – It is worth reiterating the strong desire of the University to be involved closely in Exeter’s new Arts and Media Strategy. The spirit of this report is one with which University staff would entirely concur – namely that collaboration, strengthening strategic partnerships, and developing wider access to arts and culture activities throughout the city, are central tenets of our own Arts and Culture strategy. For the University, a stronger cultural profile will enhance our international reputation, thus increasing global staff and student recruitment into the campus and city. We welcome the opportunity to be involved in Exeter’s plans.</p>	<p>Pointed noted and will be followed up.</p> <p>Pointed noted and contribution recognised in the Strategy.</p> <p>Point noted</p>

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<p>Exeter Health Care Arts</p>	<p>The council cannot deliver all aspects of the Arts and Media Strategy from its own corporate structure and resources. The city is home to many cultural enterprises, arts companies and venues. The council needs to work with us in the field to develop and deliver arts and cultural projects.</p> <p>The Strategy reports a lack of redundant buildings with potential for development into arts facilities. This is noted. However, the development of Exeter Castle to provide, albeit temporary, artist's studios and exhibition space should be commended. I hope a partnership arrangement can be forged between the council and the developer to give this initiative a guaranteed life of a number of years. This will help underpin the foundations of the "Cultural Quarter".</p> <p>The strategic context refers to Public Art within the infrastructural developments around walking and cycling, and elsewhere in the document Public Arts is cited in differing contexts. It is essential that the council develop a strategy for Public Art, which works across all the sectors of its delivery.</p> <p>The notion of a series of temporary interventions and installations by national and international artists across the city, linked to the festival programme as an International Biennale, would work. This could be very exciting and would begin to create debate around art in the public realm. This would also put Exeter on a European and World map.</p> <p>To develop and strengthen the arts and media will require the council to identify the skills assets in the city and the means to use these effectively to deliver programmes and projects. If the council wants to develop further the city's portfolio or arts and media festivals and explore opportunities to create a festival of regional/national significance, it should not repeat formats used in other places. It should learn from good practice and innovate.</p>	<p>Point noted and agreed as fundamentally important to the delivery of the Strategy.</p> <p>Point noted</p> <p>Council already has a Public Art Strategy which is intended to provide wide guidance.</p> <p>Point noted</p> <p>Point noted</p>
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